Every business in the sports broadcasting world is driven by its bottom line. However, as concern over the environment, climate change and our planet's future builds, it is no longer enough to look solely at financial performance to achieve success.

Today's customers and stakeholders expect more. We, as businesses, expect more. There is a heartening shift towards more sustainable practices and processes in every industry and with our Road to Zero plan for a carbon neutral Sony by 2040, our organisation is no different.

To that end, one of our focus areas is live production. The wider broadcasting industry is already moving at pace to reduce its carbon impact, yet live production has remained sticky at the wheel. Why?

Because live production is a dynamic beast. Every production has its own nuanced requirements, dependent on many variables: studio or location, power supply requirements, on-site staff needs and so on. Unfortunately, we can't just apply one templated, end-to-end approach to live production that solves all the sustainability challenges. There isn't one.

But it follows that if the inherent problem is that there are many moving parts, surely there is space to embed more sustainable actions in some, if not all, parts of the production chain? That is to say, if we break down live production systems and operations into individual components, can't we identify individual opportunities for sustainable solutions that diminish the overall carbon impact of a live production ecosystem?

The answer is yes, we can. Leveraging IP and cloud technology allows this modular approach to become a reality. By providing operational solutions that embrace modularity through IP, virtualisation and the cloud, modular solutions can be enabled across the complete production lifecycle (engineering, set up, production, tear-down).

Today's software and cloud-enabled technology can be used to power the core processing capabilities required for a production. For instance, all the functionality of an OB truck would remain, but the functions would be split into parts (rather than all housed in one monolithic facility) and IP technology would be used to interconnect each part together if needed. The parts can be separated or combined depending on the unique needs of the production.

# ████████ Vodafone's First
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████████
Network Engineer

I chose a career in tech back when the internet was a fast-evolving emerging technology. I was completely fascinated by what it could offer to people of any age, how wide its reach was across industries and geographies, and the springboard it promised to be for even greater developments in tech.

From my early beginnings as a system engineer taking care of ISP infrastructure, one thing led to another. I've been part of many technical teams over the past 20 years, each one building more and more complex, high-capacity networking solutions. The novelty hasn't worn off. Technology just keeps changing and it never stops exciting and motivating me. I am really driven by my desire to continue becoming better and better at what I do.

Throughout my career, I have had the good fortune of being consistently mentored and supported by amazing managers. I've been with Vodafone for eight years now and my time here has been a continuous

## How We're Disrupting the Telco Industry with TaaS at Vodafone

**Ben Connolly**
Head of Digital
Engineering

## It's an Exciting Time to Be a Cloud Engineer

# Clean energy: the key to economic and environmental resilience

**Words:**

As we continue to strive for a cleaner planet, governments, industries and organisations around the world are uniting to build a sustainable future. The time is ripe to explore innovations and technologies that can work to reduce carbon emissions and help to facilitate better resource efficiency.

In our digital age, data centres are commonplace. However, in the winds of the climate crisis sweeping the globe, it is incumbent on the data centre and colocation industry to minimise its environmental impact and maximise its energy efficiency. Since 2007, when industry consortium The Green Grid first materialised, it has been clear that clean energy is the key. Unfortunately, concerns about prohibitive costs put the data centre efforts on the backburner.

But today, a selection of forward-thinking companies in the sector have led the charge in embedding cost-competitive renewable energy supplies into the data centre ecosystem. And now, as businesses face both mounting energy costs and pressure to conduct more sustainable operations, renewable energy should take centre stage, as we fight to rescue our resources and economies.

The promise of a net zero future is in our sights. Luckily, we do not have to choose between acting on the energy crisis or the climate crisis, with renewable energy, we can do both.

**Helping businesses overcome one of today's greatest challenges**

As its intersecting benefits for both the environment and economy are realised, the spotlight on clean energy has brightened. Businesses are seeking collaborations that underpin their sustainability, as well as financial goals and are partnering with companies who use clean energy in their own operations, or better yet, investing in their own renewable energy procurement solutions. As a prevalent partner in the modern business landscape, this naturally includes data storage operators.

One of the key business challenges in many parts of the world today is soaring energy costs. A gas shortage in Europe in 2021 first pushed energy prices up and then the Russian war in Ukraine doubled them. But the crux of the problem is that relying on any one country for the import of energy, Russia or otherwise, is risky. If countries can increase the amount of their energy coming from local renewable sources, each market will become much more resilient and energy costs will decline.

Unlike fossil fuels, the sun and the wind are

not subject to fluctuating costs, and despite their intermittent nature, once the assets are built to harness them there is minimal recurring cost. As such, companies investing in clean energy infrastructures, data centres amongst them, enjoy predictable and consistently lower energy

# "Be Bold": Why Sportsbet's Value Is Such a Big Part of My Job

**Sportsbet**
27,713 followers

November 4, 2022

📖 Open Immersive Reader

I remember my parents telling me they'd kick me out of the house before I got my first tattoo (though my mum loves them now), and every single person I knew saying they wouldn't suit me (they can't imagine me without them now).

But the biggest worry I had early on – which people constantly reminded me of – was that I would never get a "real" job because of them. Apparently I'd handicapped my career before it had even started. Except they were wrong.

I work for Sportsbet now and they really don't care about how many tattoos I have – what they care about is the quality of my work, my happiness and my wellbeing, and because of that I feel so fortunate that I can be my real, true self at

# Navigating data overload in the life sciences sector

📅 3 months ago    Posted in

With digital transformation and rapid advances in technology meaning change in the market is swift and constant, businesses must keep up, or face being left behind. While it has always been the case that being responsive to needs and trends better positions you for business success, there is no doubt that in 2022, such agility is essential to it. The life sciences industry is no exception.

Agility is key to growth

A recent McKinsey study found that businesses that had gone agile typically delivered 30% gains across key areas like efficiency, operational performance, customer satisfaction, innovation, and employee engagement. And, just as in any other industry, the best way to stay agile in the life sciences sector is by leveraging insights into your users and markets to make data-driven decisions and inform your future roadmap and forecasting.

Such data is in plentiful supply these days. Around the world, data is being generated at a tremendous rate,

### Three overhyped data trends to get over in 2023

By Andy Palmer, co-founder and CEO of Tamr.

### How to use data effectively and help your business thrive in 2023

By Miryem Salah, Chief Data Officer, Vodafone.

### Five data predictions

By Rex Ahlstrom, CTO, EVP Innovation and Growth at Syniti.

### Using data to navigate an uncertain 2023

_____ *Managing Director,* _____

Safeguarding your data is a business imperative. Regardless of size or industry, confidentiality is vital for maintaining the trust and positive public standing your organisation has earned. But, in an increasingly regulated and privacy-conscious world, the concerns around a misstep are not limited to your business' reputation alone – between fines from data protection bodies and potential settlement fees, the fiscal impact of a data leak can be enormous.

## The threat of an old laptop

Whilst the threat of cybercrime, phishing and hackers gaining access to digital infrastructure is increasingly well understood and mitigated, the risk of a data breach from tangible physical assets must not be overlooked. Companies that improperly dispose of outdated equipment or seek to destroy documents containing sensitive information with no thought to the privacy concerns involved, put themselves at a far greater risk of harmful data breaches, unwanted disclosures, and vast reputational and financial damage than they realise. With the lion's share of business data still being stored on computers, hard drives and servers, repurposing, recycling or otherwise discarding your IT assets appropriately is key.

IT asset disposal should always follow a defined process. Most crucially, whatever the method of disposition, it is always the owner's responsibility to ensure that any data on the assets is destroyed. While businesses today do tend to be savvy enough to know that their IT assets should be erased before they dispose of them, what many do not realise is that erasing data effectively is more complex than simply reformatting a drive or deleting files.

So, with this in mind, here is how to ensure that you are wiping data properly, as well as mitigating other data security risks throughout the IT asset disposition (ITAD) process.

at Adobe

September 8, 2022

📖 Open Immersive Reader

If there's one thing I wish someone had told me NOT to do when I was first starting out in my career, it's panicking when I made a mistake. So much of my insecurity and stress back then was based on the idea that every mistake I made would be the end of the world.

The truth is that it is absolutely okay to fail and make mistakes. It took me a while to learn to rely on myself and my team to be able to solve issues with confidence, but eventually I realised that far from being a career-ender, mistakes actually just create an opportunity to learn.

So that's what I wish I'd known *not* to do. Now I'll talk about what I would tell young females to *do* if they want to build up a long-lasting and impactful career in the tech industry.